

(5)

THE EFFECTS OF TOURISMON THE ECONOMIES OFNEW BRUNSWICK AND NOVA SCOTIA

by

William D. Jarvis
Queens University
Kingston, Ontario


April 1970

Research paper incorporating survey data commissioned by the Canadian Government Travel Bureau. This paper is a thesis submitted to the Department of Economics, Queens University.

Research Office

Canadian Government Travel Bureau

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FOREWORD

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At the beginning of the 1969/70 academic year, the Research Office of the Canadian Government Travel Bureau wrote to the Chairman of the Sociology, Economics and Political Science Departments of universities within a 300 mile radius of Ottawa. The letter invited students to submit proposals for term papers or theses relevant to tourism that would qualify for a grade in their course work which would include data from surveys commissioned by the Canadian Government Travel Bureau. In return, \$100 would be given for papers accepted by the Research Office, following receipt of a grade by the professor responsible.

The following paper is a thesis submitted "in conformity with the requirements for the degree of Bachelor of Arts". Mr. Jarvis incorporated some results of the Canadian Vacation Patterns studies, along with other findings of studies commissioned by this office.

It is important to note that the Research Office does not endorse this report nor its conclusions. Indeed, the reader may wish to criticize some of the conclusions reached as a stimulus to discussion of the tourist economy of the Atlantic region.

B.M. Rusk
Research Office
Canadian Government Travel Bureau
June 8th, 1970

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as large and diverse as Canada, comes from other regions of the country.

Further, the tourist trade is expanding extremely rapidly. With rising wages and longer vacation, more and more people are taking vacation trips, and some provincial governments are anticipating what they call a "tourist explosion" in the 1970's.² This tourism is expected to continue to provide increasing cash flows into regions in the next decade.

However, despite the importance of the effects of the tourist dollar injected into regional and national economies, they are, for the most part, quite unknown. Research done on tourism, except for a very few recent articles, has been

1. Sly Beynon, "World Trade and Invisibles", *World's Economics Review*, April 1961.

2. This is clearly shown in Tables IV & V.

3. From an article (ii) by Howe and Hall.

Introduction

The economic importance of tourism has been much overlooked in recent literature on the subject, despite the fact that it is an important contributor to inflows of foreign exchange. In Canada, tourism accounts for about 7% of the foreign exchange credits earned annually.¹ The importance of tourism is even greater on a regional level, as a large proportion of tourist expenditure, especially in a country as large and diverse as Canada, comes from other regions of the country.²

Further, the tourist trade is expanding extremely rapidly. With rising wages and longer vacation, more and more people are taking vacation trips, and some provincial governments are anticipating what they call a "tourist explosion" in the 1970's.³ Thus tourism is expected to continue to provide increasing cash flows into regions in the next decade.

However, despite the importance of the effects of the tourist dollars injected into regional and national economies, they are, for the most part, quite unknown. Research done on tourism, except for a very few recent articles, has dealt

1. Ely Devons, "World Trade and Invisibles", Lloyd's Bank Review, April 1961.

2. This is clearly shown in Tables IV & V.

3. From an article in the Globe and Mail.

mainly with patterns of tourist flows and motivation of travelers, in the hopes of being able to attract more tourists to the regions or the countries sponsoring the research. Examination of the impact of tourist expenditure has been largely ignored. This can be explained in part by the lack of data available, resulting from the difficulty of conducting accurate surveys in this field. Indeed, lack of such information has restricted the scope of this paper in a number of ways. However, improved methods of conducting surveys and gradual accumulation of material will hopefully improve the quality of the results in future studies.

The intention of this paper is to describe the impact of tourist expenditure on the economy of a province through examination of its effects on the individual sectors of the economy. To do this I have disaggregated tourist expenditure into basic categories and have run the corresponding basic expenditure values through input-output tables for the two provinces. I have chosen the provinces of New Brunswick and Nova Scotia, and have compared my results to show the relative effects on the two economies for the years 1966 and 1968. Thus, through the use of input-output analysis I will be able to arrive at an estimate of how the economy of each of these provinces is affected through the primary and secondary levels of demand generated by tourist expenditure.

Data

1) The Vectors

To obtain some meaningful comparisons, I have used eight vectors for tourist expenditure. First, I have chosen the provinces of New Brunswick and Nova Scotia. These provinces have economies of roughly the same size, as shown by comparisons of their population and of the expenditure and revenue of their respective provincial governments.¹ Another important consideration in the choice of these two provinces was the availability of input-output tables resulting from the work of Mrs. Kari Levitt of McGill University. Further, tourism is considered an important part of the economy by the governments of both these provinces, as is evidenced by their active promotion of the Maritimes as a vacation center.

Tourist figures for these two provinces were obtained for the two years 1966 and 1968. These two years were chosen to demonstrate the rapid recent expansion, and therefore importance of the tourist industry while trying to avoid the major effects on tourism in the Maritimes of Expo 67 and other Centennial celebrations. More recent figures were not available in time for this paper.

1. Table I indicates that Nova Scotia probably has a marginally larger economy than does New Brunswick.

These figures were then broken down to differentiate between the effects of U.S. tourists² and Canadian tourists. This was necessary because of the significant difference between the amount spent by American visitors compared to the amount spent by Canadians. It was also desirable in that it indicated the amount of expenditure generated by aliens in the tourist industry of the Maritimes; that is, it showed the effect of tourism as an export from the country as well as an export from the region involved.

2) The Sources

Most of the data was obtained from surveys conducted by the provincial tourist Bureaus of Nova Scotia and New Brunswick and from work done by the Canadian Government Travel Bureau. There are two main problems with the figures available for study in the tourist industry. The first is the problem of accuracy. To separate tourist, or purely recreational travelers, from commuter or other business traffic seems to involve, for most surveys, a fair amount of guesswork, relying mostly on a partially arbitrary reduction factor.³ Further, the validity of the samples obtained has

2. Throughout the paper "U.S. tourists" refers to U.S. and all other foreign tourists.

3. For instance, in Nova Scotia the reduction factor for auto traffic is 25% of New Brunswick traffic entering at Amherst and Tidnish plus all Newfoundland traffic other than those entering at North Sydney.

been questioned⁴ on the grounds of unavoidable biases in the sample surveyed.

The second difficulty lies in the complete absence of some data in any form. For instance, the only figures I could get for a breakdown of the total tourist expenditure into different sectors of the economy were those for Nova Scotia for 1966 for auto visitors. As a result, I have had to use these figures for all eight vectors. Also, I have had to assume that the expenditure per person in New Brunswick is the same as that for Nova Scotia in each category. These assumptions are, I feel, reasonable in that the tourist facilities are quite similar in these two provinces and thus expenditure patterns are likely to be quite similar. Further, breakdown of expenditure can be expected to be fairly constant over a two year period. But, naturally, these limitations have restricted the accuracy of the results and the possibilities for comparisons in certain potentially important areas.

In order to estimate the relative importance of tourist expenditure effects in the Gross Provincial Product an estimate of the sizes of the two economies is necessary. To compare the relative sizes of the New Brunswick and Nova Scotia economies, because of the lack of available figures for gross provincial product, I have used population as a

4. See W.J. Peters, Selective Response Factors in Tourist Surveys.

measure of the size of the economies. I have also shown provincial government expenditure and revenue figures which correlate fairly well with the figures for population.⁵ All these figures were drawn from the Dominion Bureau of Statistics Canadian Statistical Review.⁶

The input-output tables used are those developed for the Maritimes by Keri Levitt of McGill University using data for 1960. They are used in the form of inverted matrices.

5. See Tables I & II.

6. Canadian Statistical Review, 1968, Dominion Bureau of Statistics, catalogue #11-003.

Processing of Data

The number of tourists entering each province for the two years was given by the surveys done for the two provinces, broken down by method of transportation.¹ These figures are then further broken down into U.S. tourists and Canadian tourists. Figures for this breakdown are only available for tourists coming to Nova Scotia by car.² The same ratio was therefore used for non-auto visitors to Nova Scotia, and for all visitors to New Brunswick.

Then the figures for number of tourists were multiplied by the average length of stay for tourists in each category and then by the average expenditure per day for each category. This produces a figure for total expenditure for each section, and when auto tourist expenditure is then added to non-auto tourist expenditure we get the figures for total expenditure for each of the eight vectors to be examined.³ This process is shown in Tables

These figures for primary expenditure are then broken down into four categories; transportation, manufacturing of

1. For New Brunswick, auto visitors equals 90% of total visitors.

2. These are available in Nova Scotia Export Quarterly, July 1969, Economics and Development Division of Nova Scotia Department of Trade and Industry.

3. The eight vectors are expenditure by tourist from the U.S. and from Canada in New Brunswick and Nova Scotia in 1966 and 1968 as discussed in the section on Data.

food, other manufacturing, and services. Transportation, which includes all travelling expenses accounts for 18% of total tourist expenditure. The manufacturing of food industry gets 37.5%, which includes all food and beverages consumed by the tourists, while other manufacturing gets 15.5% on handicrafts and other merchandise. The services sector of the economies accounts for 26% of the tourist expenditure, mostly for accommodation and entertainment. These then, are the weighting co-efficients used to disaggregate total tourist expenditure for each province and for each year. Eight vectors of tourist final demand were then produced: U.S. and Canadian traffic in Nova Scotia and New Brunswick for 1966 and 1968.

The impacts were found by solving for gross outputs (a vector) in the following system.

$$y + Ax - \hat{m}X = X \quad (1)$$

where y is a 15 component vector of final demand in a region or economy net of imports; A is a 15 by 15 matrix of technical co-efficients. The representative component A_{ij} indicates the amount of input i required to produce a unit of j ; X is a 15 component vector of activity levels or gross output; \hat{m} is a 15 component vector of import co-efficients diagonalized to form a matrix. The representative component m_i indicates the amount of good i imported to produce a unit of gross output i . Ax indicates intermediate or indirect inputs, i.e. gross outputs net of final demand and imports.

The expression can be rewritten to get

$$X = (I - \hat{M} - A)^{-1}y \quad (2)$$

In (2), given the co-efficients in $(I - \hat{M} - A)^{-1}$ we can solve for gross outputs or effects X , given that we know final demand y .

So, if we let y be final demand generated by tourism (as shown in the eight vectors derived above) then, from this formula, gross output generated by the tourist industry can be discovered, both for each industry in the economy (as shown in the input-output tables⁴) and for the economy as a whole. The results of multiplying the vectors for tourist expenditure by the input-output inverted matrix are shown in Tables VIII, a-h.

From these figures we can derive figures for percent impact per sector by comparing the results for each sector to the total output.⁵ Also, by comparing initial demand generated by tourism to final output generated by tourism we can derive a multiplier for the tourist industry.

4. And listed on Tables VI - X.

5. As illustrated in Table X.

Analysis of Results

The above calculations and data enable a number of interesting comparisons to be made which can provide the basis for certain conclusions about the effects of the tourist industry in the two provinces being studied.

From the raw data¹ five things are immediately evident. The first is that, for both years, New Brunswick had more than twice the number of tourists that Nova Scotia had.² This can be attributed mostly to the geographical position of the two provinces. New Brunswick is closer to most of the large population centers from which the majority of tourists are drawn. To get to Nova Scotia by car means, for most traffic, passing through New Brunswick first. Therefore, New Brunswick gets most of Nova Scotia's tourists to pass through New Brunswick first, and they also get a part of those travelling from Quebec and Ontario to the Atlantic Seaboard States and vice versa. In addition to the above tourist flows they get those tourists whose primary destination is New Brunswick. Nova Scotia, on the other hand, because it is not located on any routes between major population centers get most of their tourists from those for whom Nova Scotia is the ultimate destination.

1. Tables III - V.

2. Shown in Table III.

For the same reason, the average tourist stays longer in Nova Scotia (5.6 days) than in New Brunswick (4 days). It seems reasonable that tourists are likely to stay longer at their ultimate destination than at some place along the route.

Next, it is evident that the vast majority of visitors to both provinces travel by car. In Nova Scotia only about 15% of the tourists come by other means of transportation while in New Brunswick the figure is only 10%.

Fourthly, we can see that expenditure per day by U.S. tourists is just about 50% higher than the expenditure per day by Canadian tourists.³ This is most probably due to the higher wages and standard of living in the United States as compared to Canada. Also, many of the Canadian tourists are from neighbouring provinces, travelling only short distances for low cost vacations, while most of the American visitors presumably come a longer distance and are prepared to spend more if they are to go that far. The fact that more than one quarter of the tourists visiting these regions are Americans means that this differential is extremely important in total tourist expenditure. Indeed, expenditure by American visitors, as a result of this fact, accounts for more than one third of the total expenditure in this field.

Finally, we can see that expenditure per day per tourist

3. This figure (for 1968) is down from almost 70% in 1966.

has risen by approximately 20% over the two year period 1966 to 1968. Much of this rise can be attributed to rising costs of living, but the residual has important implications for the future of the tourist industry if the trend is to continue.

As a result of increased tourist traffic and increased expenditure per day by the tourists, total expenditure by tourists has increased significantly between the years 1966 and 1968. This increase has been even greater in New Brunswick ($\approx 46\%$) than it has in Nova Scotia ($\approx 41\%$). In New Brunswick, in 1968, tourists spent almost \$70 million, 82% more than tourists spent in Nova Scotia (\$38 million). In 1966, the totals were \$48 million and \$27 million for New Brunswick and Nova Scotia, respectively, with New Brunswick 76% ahead of Nova Scotia in tourist expenditure.

This difference is magnified by the fact that the input-output multiplier is also higher for New Brunswick (1.56) than it is for Nova Scotia (1.53). Because of this, the total output generated by tourism in New Brunswick in 1968, over \$115 million, was more than 97% higher than that of Nova Scotia, which was over \$58 million. In 1966 the difference was 91.1% (\$79 million for New Brunswick and \$41 million for Nova Scotia). Therefore, as the economies of the two provinces are nearly the same, as shown in Tables I and II by figures for population, net general revenue and net general expenditure

of the provincial governments,⁴ we can see that tourism composes a much larger part of the economy of New Brunswick than it does of the economy of Nova Scotia.

The sectors of the two economies that are most affected by tourist expenditure⁵ are, firstly, services, manufacturing of food, transportation, and manufacturing (other). Because it is in these industries that the direct impact of tourist expenditure is felt, this is to be expected. However, we must note the tremendous predominance of the services industry, which accounts for over 40% of total demand generated by the tourist industry in both provinces though it is only responsible for 29% of the direct impact.⁶ Other sectors which are relatively heavily affected by tourism are agriculture (accounting for 4.34% of total output in New Brunswick and 4.09% in Nova Scotia), and utilities (accounting for about 2.8% in each province).

Two sectors are particularly unaffected by the tourist trade. These are the boat and shipbuilding industry (.06 in New Brunswick and .01 in Nova Scotia) and the fishing industry (.09 in New Brunswick and .12 in Nova Scotia). Aside from

4. In fact, the Nova Scotia economy appears, through these figures, to be marginally larger than the economy of New Brunswick.

5. % Impact per Sector is shown in Table X.

6. Compared to manufacturing of food with 37.5% of direct expenditure and only about 20% of total output generated.

this, it is notable that tourism has an extremely low impact in all the manufacturing sectors (except manufacturing of food).

In each province, the distribution of impacts by sector is about the same. However, there are some exceptions. Those sectors in New Brunswick which account for more of the final demand than their counterparts in Nova Scotia are manufacturing of food (21.31% against 17.89%), construction other than residential (1.75% against 1.27%) and boat and ship-building (.06% against .01%). Those which have the advantage in Nova Scotia are the manufacturing of capital goods (.93% against .10%), mining (.64% against .19%), and residential construction (1.49% against .89%).

Conclusions

The aim of this paper is to demonstrate the economic significance of the tourist trade in New Brunswick and Nova Scotia. To do this, by taking eight vectors, I have brought out some important comparisons between the effects on the two provinces, and the individual sectors within the two provinces, the two years, to indicate growth in the tourist trade, and the two major categories of tourists, foreign and domestic.

Several important conclusions can be drawn from these comparisons. Firstly, we can see that the importance of the tourist industry is increasing rapidly. There is no reason to believe that the growth of tourism in the Maritimes between 1966 and 1968 is a temporary phenomenon. Even if the growth rate is somewhat less over the next ten years, the absolute increase in the flow of tourist dollars will still be expanding at a rapid rate. Both governments must, then prepare for this great influx of tourists.

Secondly, we can see from the above analysis that the impact of tourism on the economy of these provinces is greater than the original flow of tourist dollars. Total output generated by tourism is greater than the original dollar flow by a factor equal to the input-output multiplier as a result of inter-industry dependence. These multipliers are 1.66 for New Brunswick and 1.53 for Nova Scotia.

With this rapid expansion of the tourist industry, then, it is important to know how this will affect the overall growth of the economy so that the government can implement effective policies to promote and control this growth. We can see from our analysis that some industries are much more affected by the tourist industry than others, and consequently demand in these industries will increase relative to the others as the tourist industry grows.

Finally, we can see that the tourist industry is much more important to the economy of New Brunswick than it is to the economy of Nova Scotia. Both through greater volume, and a greater input-output multiplier, the tourist industry is almost twice as important in New Brunswick as it is in Nova Scotia.

The fact that the input-output multiplier is so small probably reflects the fact that the tourist trade affects industries which depend substantially on imports. In deciding on a policy of how much the tourist industry should be encouraged as compared to other industries, the relative sizes of the input-output multipliers are important to weigh the ultimate effects of the policy.

TABLE I

NET GENERAL REVENUE AND EXPENDITURE OF
THE PROVINCIAL GOVTS. (MILLIONS)¹

	NOVA SCOTIA		NEW BRUNSWICK	
	1966	1968	1966	1968
Exp.	150	215	128	221
Rev.	155	250	131	231

TABLE II

POPULATION (000'S)¹

	NOVA SCOTIA		NEW BRUNSWICK	
	1966	1968	1966	1968
Pop.	756	760	617	624

1. From Canadian Statistical Review, D.B.S., Catalogue #11-003.

TABLE III

TOURIST COUNTS : NOVA SCOTIA AND NEW BRUNSWICK

<u>NOVA SCOTIA</u> ¹	1966	1968
Number of Tourists by car:	847,700	960,500
plane:	80,900	96,700
train:	37,400	38,600
bus:	2,700	3,500
tour bus:	<u>5,500</u>	<u>11,300</u>
TOTAL	<u>975,000</u>	<u>1,109,800</u>

<u>NEW BRUNSWICK</u> ²		
Number of Tourists by car:	2,180,500	2,653,800
other:	<u>218,000</u>	<u>265,000</u>
TOTAL	<u>2,398,500</u>	<u>2,918,800</u>

1. From Nova Scotia Quarterly, July 1969, Nova Scotia Dept. of Trade and Industry.

2. Figures supplies by New Brunswick Travel Bureau.

TABLE IV

TOURIST EXPENDITURE : NOVA SCOTIA¹ : (BREAKDOWN BY
YEAR, ORIGIN OF TOURIST, AND METHOD OF TRANSPORTATION)

	1968		1966	
	U.S. ²	CAN.	U.S.	CAN.
Auto Traffic	254,000	706,500	258,000	602,600
Avg. Stay (days)	5.66	5.95	5.23	5.69
Avg. Exp./Day	\$7.91	\$5.21	\$6.97	\$4.10
Total Exp. by Auto Traffic	<u>\$11,371,000</u>	<u>\$21,439,000</u>	<u>\$ 9,404,000</u>	<u>\$14,059,000</u>
Non-Auto Traffic	39,300	110,000	37,500	89,900
Avg. Stay (days)	5.83	5.83	5.48	5.43
Avg. Exp./Day	\$8.00	\$5.60	\$7.00	\$4.60
Total Exp. by Non-Auto Traffic	<u>\$ 1,833,000</u>	<u>\$ 3,531,000</u>	<u>\$ 1,438,500</u>	<u>\$ 2,266,000</u>
Total Exp.	<u>\$13,204,000</u>	<u>\$25,030,000</u>	<u>\$10,842,500</u>	<u>\$16,325,000</u>
Aggregate Total	<u>\$38,234,000</u>		<u>\$27,167,500</u>	

1. All figures from Nova Scotia Export Quarterly,
op. cit.

2. U.S. = U.S. and other foreign

TABLE V

TOURIST EXPENDITURE : NEW BRUNSWICK¹ : (BREAKDOWN BY
YEAR, ORIGIN OF TOURISTS, AND METHOD OF TRANSPORTATION)

	1968		1966	
	U.S.	CAN.	U.S.	CAN.
Auto Traffic	698,400	1,955,400	641,300	1,539,200
Avg. Stay (days)	4	4	4	4
Avg. Exp./Day	\$7.91	\$5.21	\$6.97	\$4.10
Total Exp. by Auto Traffic	<u>\$22,097,500</u>	<u>\$40,750,500</u>	<u>\$17,879,500</u>	<u>\$25,169,000</u>
Non-Auto Traffic	70,000	196,000	64,000	154,000
Avg. Stay (days)	4	4	4	4
Avg. Exp./Day	\$8.000	\$5.60	\$7.00	\$4.60
Total Exp. by Non-Auto Traffic	<u>\$ 2,250,000</u>	<u>\$ 4,390,500</u>	<u>\$ 1,792,000</u>	<u>\$ 2,833,500</u>
Total Exp.	<u>\$24,337,500</u>	<u>\$45,141,000</u>	<u>\$19,671,500</u>	<u>\$28,002,500</u>
Aggregate Total	<u>\$69,478,500</u>		<u>\$47,673,000</u>	

1. All figures from New Brunswick Travel Bureau
Except expenditure per day which is from Nova Scotia Quarterly,
op. cit.

TABLE VI
TOURISM VECTORS (Y) NOVA SCOTIA

	U.S.		CAN.	
	1968	1966	1968	1966
Agriculture	0	0	0	0
Forestry	0	0	0	0
Fishery	0	0	0	0
Mining	0	0	0	0
Mfg. - Food	\$4,951,500	\$4,065,937	\$9,386,250	\$6,121,875
Mfg. - Capital Goods	0	0	0	0
Mfg. - Fish Products	0	0	0	0
Mfg. - Sawmills	0	0	0	0
Mfg. - Pulp and Paper	0	0	0	0
Mfg. - Boat and Shipbldg.	0	0	0	0
Mfg. - Other	\$2,046,620	\$1,680,583	\$3,879,650	\$2,530,375
Constr. Res.	0	0	0	0
Constr. Other	0	0	0	0
Transportation	\$2,376,730	\$1,951,650	\$4,505,400	\$2,931,500
Utilities	0	0	0	0
Services	\$3,829,160	\$3,144,325	\$7,258,700	\$4,594,600

TABLE VII
TOURISM VECTORS (Y) NEW BRUNSWICK

	1968	U.S. 1966	1968	CAN. 1966
Agriculture	0	0	0	0
Forestry	0	0	0	0
Fishery	0	0	0	0
Mining	0	0	0	0
Mfg. - Food	\$9,126,562	\$7,376,812	\$16,927,874	\$10,500,937
Mfg. - Capital Goods	0	0	0	0
Mfg. - Fish Products	0	0	0	0
Mfg. - Sawmills	0	0	0	0
Mfg. - Pulp and Paper	0	0	0	0
Mfg. - Boat and Shipbldg.	0	0	0	0
Mfg. - Other	\$3,772,313	\$3,049,083	\$ 6,996,856	\$ 4,340,338
Constr. Res.	0	0	0	0
Constr. Other	0	0	0	0
Transportation	\$4,380,750	\$3,540,870	\$ 8,125,380	\$ 5,040,450
Utilities	0	0	0	0
Services	\$7,057,875	\$5,704,715	\$13,090,890	\$ 8,120,725

TABLE VIIIa
EXPENDITURE BY U.S. TOURISTS IN NOVA SCOTIA
IN 1968 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$ 524,363	\$ 32,131	\$ 105,526	\$ 165,802	\$ 845,822
Forestry	14,854	11,051	9,744	18,762	54,411
Fishery	6,436	2,046	6,417	10,338	25,237
Mining	32,679	22,103	33,749	42,886	131,417
Mfg. - Food	2,838,199	44,002	152,110	238,173	3,272,484
Mfg. - Capital Goods	57,932	42,365	41,592	47,098	188,987
Mfg. - Fish Products	14,359	4,707	14,973	24,123	58,162
Mfg. - Sawmills	22,776	8,186	14,735	39,440	85,337
Mfg. - Pulp and Paper	25,252	27,424	8,556	10,721	71,953
Mfg. - Boat and Shipbldg.	495	205	475	383	1,558
Mfg. - Other	257,478	1,324,367	286,632	280,677	2,149,154
Constr. Res.	40,107	12,689	47,534	200,647	300,977
Constr. Other	57,437	25,783	108,853	65,478	257,555
Transportation	305,507	95,372	2,615,580	412,783	3,429,242
Utilities	122,797	53,826	149,733	235,493	561,849
Services	1,143,796	357,544	1,344,985	5,688,983	8,535,308

TABLE VIIIb
EXPENDITURE BY CANADIAN TOURISTS IN NOVA SCOTIA
IN 1968 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$ 994,003	\$ 60,910	\$ 200,039	\$ 314,301	\$1,569,253
Forestry	28,158	20,950	18,472	35,567	103,147
Fishery	12,202	3,879	12,164	19,598	47,843
Mining	61,949	41,900	63,976	81,297	249,122
Mfg. - Food	5,380,198	83,412	288,345	451,491	6,203,446
Mfg. - Capital Goods	109,819	80,308	78,844	89,282	358,253
Mfg. - Fish Products	27,220	8,923	28,384	45,729	110,256
Mfg. - Sawmills	43,176	15,518	27,933	74,764	161,391
Mfg. - Pulp and Paper	47,869	51,987	16,219	20,324	136,399
Mfg. - Boat and Shipbldg.	938	387	901	725	2,951
Mfg. - Other	488,085	2,510,521	543,351	532,062	4,074,019
Constr. Res.	76,028	24,053	901,080	380,355	1,381,516
Constr. Other	108,880	48,883	206,347	124,123	488,233
Transportation	579,131	180,791	4,958,192	782,487	6,500,601
Utilities	232,779	102,034	283,840	446,410	1,065,063
Services	2,168,223	677,774	2,549,605	10,784,250	16,179,852

TABLE VIIIc
EXPENDITURE BY U.S. TOURISTS IN NOVA SCOTIA
IN 1966 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transport- tation	Services	Total
Agriculture	\$ 430,582	\$ 26,385	\$ 86,653	\$ 136,149	\$ 679,769
Forestry	12,197	9,075	8,001	15,407	44,680
Fishery	5,285	1,680	5,269	8,489	20,723
Mining	26,835	18,150	27,713	35,216	107,914
Mfg. - Food	2,330,595	36,132	124,905	195,577	2,687,209
Mfg. - Capital Goods	47,571	34,788	34,153	38,675	155,187
Mfg. - Fish Products	11,791	3,865	12,295	19,809	47,760
Mfg. - Sawmills	18,703	6,722	12,100	32,386	69,911
Mfg. - Pulp and Paper	20,736	22,519	7,025	8,804	59,084
Mfg. - Boat and Shipbldg.	407	168	390	314	1,279
Mfg. - Other	211,428	1,087,508	235,368	230,479	1,764,783
Constr. Res.	32,934	10,419	39,033	164,762	247,148
Constr. Other	47,164	21,175	89,385	53,767	211,491
Transportation	250,868	78,315	2,147,790	338,958	2,815,931
Utilities	100,835	44,199	122,953	193,375	471,362
Services	939,231	293,598	1,104,438	4,671,523	7,008,790

TABLE VIIIId
EXPENDITURE BY CANADIAN TOURISTS IN NOVA SCOTIA
IN 1966 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$ 648,306	\$ 39,726	\$ 130,158	\$ 198,946	\$1,017,136
Forestry	18,365	13,664	12,019	22,513	66,561
Fishery	7,958	2,530	7,915	12,405	30,808
Mining	40,404	27,328	41,627	51,459	160,818
Mfg. - Food	3,509,058	54,403	187,616	285,784	4,736,861
Mfg. - Capital Goods	71,625	52,378	51,301	56,513	231,817
Mfg. - Fish Products	17,753	5,819	18,468	28,945	70,985
Mfg. - Sawmills	28,160	10,121	18,175	47,324	103,780
Mfg. - Pulp and Paper	31,221	33,907	10,553	12,864	88,545
Mfg. - Boat and Shipbldg.	612	253	586	459	1,910
Mfg. - Other	318,337	1,637,405	353,538	336,784	2,646,064
Constr. Res.	49,587	15,688	56,630	240,757	372,662
Constr. Other	71,013	31,882	134,262	78,567	315,742
Transportation	377,719	117,915	3,226,115	495,297	4,217,046
Utilities	151,822	66,548	184,684	282,567	635,621
Services	1,414,153	442,056	1,658,935	6,826,197	10,341,341

TABLE VIIIe
EXPENDITURE BY CANADIAN TOURISTS IN NEW BRUNSWICK
IN 1968 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$2,137,990	\$ 132,240	\$ 416,019	\$ 574,690	\$3,260,939
Forestry	52,476	44,080	55,252	71,999	223,805
Fishery	18,620	4,897	17,063	23,563	64,143
Mining	38,855	37,083	31,688	36,654	139,280
Mfg. - Food	13,970,574	218,301	764,598	1,060,362	16,013,835
Mfg. - Capital Goods	23,699	20,290	13,000	18,327	75,316
Mfg. - Fish Products	66,018	18,891	60,127	83,781	228,817
Mfg. - Saw- mills	62,633	55,974	76,378	100,799	295,784
Mfg. - Pulp and Paper	62,633	118,246	39,001	37,963	257,843
Mfg. - Boat and Ship- bldg.	6,771	2,099	33,314	6,545	48,729
Mfg. - Other	1,085,076	4,182,720	1,109,114	928,144	7,305,054
Constr. Res.	99,874	27,987	111,317	426,763	665,941
Constr. Other	289,466	86,761	676,844	260,508	1,313,579
Transporta- tion	1,515,044	379,929	5,061,423	1,455,706	12,412,102
Utilities	568,776	174,221	937,087	829,962	2,410,046
Services	4,612,845	1,295,817	5,128,739	19,646,807	30,684,208

TABLE VIII
EXPENDITURE BY U.S. TOURISTS IN NEW BRUNSWICK
IN 1968 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$1,152,684	\$ 71,296	\$ 224,294	\$ 309,840	\$1,758,114
Forestry	28,292	23,765	29,789	38,818	120,664
Fishery	10,039	2,640	9,199	12,704	34,582
Mining	18,253	19,993	17,084	19,762	75,092
Mfg. - Food	7,532,151	117,696	412,228	571,687	8,633,762
Mfg. - Capital Goods	12,777	10,939	7,009	9,881	40,606
Mfg. - Fish Products	35,593	10,185	32,417	45,170	123,365
Mfg. - Saw- mills	33,768	30,178	41,179	54,345	159,470
Mfg. - Pulp and Paper	33,768	63,752	21,027	20,467	139,014
Mfg. - Boat and Ship- bldg.	3,650	1,132	17,961	3,528	26,271
Mfg. - Other	585,012	2,255,088	597,972	500,403	3,938,475
Constr. Res.	53,846	15,089	60,016	230,086	359,037
Constr. Other	156,064	46,776	364,916	140,451	708,207
Transporta- tion	816,827	204,836	4,885,412	784,835	6,691,910
Utilities	306,652	93,930	289,567	447,469	1,137,618
Services	2,486,988	698,632	2,765,129	10,592,458	16,543,207

TABLE VIIIg
EXPENDITURE BY U.S. TOURISTS IN NEW BRUNSWICK
IN 1966 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$ 931,691	\$ 57,627	\$ 181,292	\$ 250,437	\$1,421,047
Forestry	22,868	19,209	24,077	31,376	97,530
Fishery	8,114	2,134	7,435	10,268	27,951
Mining	14,753	16,160	13,809	15,973	60,695
Mfg. - Food	6,088,082	95,131	333,195	462,083	6,978,491
Mfg. - Capital Goods	10,327	8,842	5,665	7,986	32,820
Mfg. - Fish Products	28,769	8,232	26,202	36,510	99,713
Mfg. - Saw- mills	27,294	24,392	33,284	43,926	128,896
Mfg. - Pulp and Paper	27,294	51,529	16,996	16,543	112,362
Mfg. - Boat and Ship- bldg.	2,950	914	14,517	2,852	21,233
Mfg. - Other	472,853	1,822,741	483,328	404,465	3,183,387
Constr. Res.	43,523	12,196	48,509	185,974	290,202
Constr. Other	126,143	37,808	294,954	113,524	572,429
Transporta- tion	660,224	165,565	3,948,778	634,366	5,408,933
Utilities	247,860	75,922	234,051	361,680	919,513
Services	2,010,181	564,690	3,234,997	8,561,666	13,381,534

TABLE VIIIh
EXPENDITURE BY CANADIAN TOURISTS IN NEW BRUNSWICK
IN 1966 BY SECTOR

	Mfg. - Food	Mfg. - Other	Transpor- tation	Services	Total
Agriculture	\$1,326,268	\$ 82,033	\$ 258,071	\$ 356,499	\$2,022,871
Forestry	32,552	27,344	34,275	44,663	138,834
Fishery	11,551	3,038	10,584	14,617	39,790
Mining	21,001	23,004	19,657	22,738	86,400
Mfg. - Food	8,666,423	135,420	474,306	657,778	9,933,927
Mfg. - Capital Goods	14,701	12,587	8,064	11,369	46,721
Mfg. - Fish Products	40,953	11,719	37,299	51,972	141,943
Mfg. - Saw- mills	38,853	34,723	47,380	62,529	183,485
Mfg. - Pulp and Paper	38,853	73,352	24,194	23,550	159,949
Mfg. - Boat and Ship- bldg.	4,200	1,302	20,665	4,060	30,227
Mfg. - Other	673,110	2,594,683	688,021	575,759	4,531,573
Constr. Res.	61,955	17,361	69,054	264,735	431,105
Constr. Other	179,566	53,820	419,869	161,602	814,857
Transporta- tion	939,833	235,683	5,621,109	903,024	7,699,649
Utilities	352,831	108,075	333,173	514,853	1,308,252
Services	2,861,505	803,839	3,181,532	12,187,584	19,034,460

TABLE IX
TOTAL TOURIST EXPENDITURE IN NOVA SCOTIA AND
NEW BRUNSWICK FOR 1966 AND 1968 BY SECTOR

	NOVA SCOTIA		NEW BRUNSWICK	
	1968	1966	1968	1966
Agriculture	\$2,415,075	\$1,696,905	\$ 5,019,053	\$3,443,918
Forestry	157,558	111,241	344,469	236,364
Fishery	73,080	51,532	98,725	67,741
Mining	380,539	268,732	214,372	147,095
Mfg. - Food	9,475,930	7,424,070	24,647,597	16,912,418
Mfg. - Capital Goods	547,240	387,004	115,922	79,541
Mfg. - Fish Products	168,418	118,745	352,182	241,656
Mfg. - Sawmills	246,728	173,691	455,254	312,381
Mfg. - Pulp and Paper	208,352	147,629	396,857	272,311
Mfg. - Boat and Shipbldg.	4,509	3,189	75,000	51,460
Mfg. - Other	6,223,173	4,410,847	11,243,529	7,714,960
Constr. Res.	1,682,493	619,810	1,024,978	703,307
Constr. Other	745,788	527,233	2,021,786	1,387,286
Transportation	9,929,843	7,032,977	19,104,012	13,108,582
Utilities	1,626,912	1,156,883	3,247,664	2,227,765
Services	24,715,160	17,350,131	47,227,415	32,415,994
TOTAL	\$58,600,798	\$41,480,719	\$115,588,815	\$79,322,779

% IMPACT PER SECTOR

	<u>NEW BRUNSWICK</u>	<u>NOVA SCOTIA</u>
Agriculture	4.34%	4.09%
Forestry	.30	.26
Fishery	.09	.12
Mining	.19	.64
Mfg. - Food	21.31	17.89
Mfg. - Capital Goods	.10	.93
Mfg. - Fish Products	.30	.29
Mfg. - Sawmills	.39	.42
Mfg. - Pulp and Paper	.34	.36
Mfg. - Boat. and Shipbldg.	.06	.01
Mfg. - Other	9.72	10.63
Constr. Res.	.89	1.49
Constr. Other	1.75	1.27
Transportation	16.51	16.95
Utilities	2.81	2.79
Services	<u>40.84</u> 99.94%	<u>41.81</u> 99.95%

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